

In the Specification:

Please substitute the following paragraph for the previously pending paragraph beginning at page 12, line 25:

C, The magnet powder 48 is preferably formed into the magnet body 46 in the manufacturing fixture 11 utilizing powder metallurgy processes. Referring to Figure 19, the manufacturing fixture 11 includes a fixture body 100 which defines a fixture cavity 102, an upper punch 104, a lower punch 106 and an orientating device 108. The upper punch 104 and lower punch 106 are movable relative to each other to compress the magnet powder 48 (not shown in Figure 19) in the fixture cavity 102, while the orientating device 108 orientates the magnetic powder 48. In the embodiment illustrated, the fixture cavity 102 is arched or curved shaped. In a typical powder metallurgy process, the magnet powder 48 (not shown in Figure 19) is initially added to the fixture cavity 102. Subsequently, the magnet powder 48 is compressed in the fixture cavity 102 with the upper punch 104 and lower punch 106 to form a pressed magnet body 46 (not shown in Figure 19). Next, the magnet body 46 is removed from the fixture cavity 102 and heated.

In the Claims:

Please substitute and enter amended claim 39 for previously pending claim 39 as follows:

C, 39. (First Amended) The method of claim 34 wherein the step of creating flux lines includes creating flux lines in the fixture cavity near a cavity perimeter which are angled relative to the first region axis.

Please add new claims 61-70 as follows:

C3 61. (New) A manufacturing fixture for manufacturing a magnet using a magnet powder, the magnet including a north pole, a south pole and a first region axis, the first region axis extending between the north pole and the south pole, the manufacturing fixture comprising:

an upper punch;

a lower punch;

a fixture body positioned between the upper punch and the lower punch, the fixture body defining a fixture cavity that receives the magnet powder; and

an orientating device that is at least partially positioned directly between the upper punch and the lower punch, the orientating device creating a magnetic field having flux lines that extend through the fixture cavity, wherein a portion of the flux lines in the fixture cavity are angled relative to the first region axis when the magnet is in the fixture cavity.

62. (New) The fixture of claim 61 wherein a portion of the flux lines in the fixture cavity extend transversely relative to the first region axis when the magnet is in the fixture cavity.

63. (New) The fixture of claim 61 wherein the fixture cavity includes a first cavity segment, a second cavity segment and a cavity transition between the first cavity segment and the second cavity segment, wherein the flux lines near the cavity transition extend transversely to the first region axis when the magnet is in the fixture cavity.

64. (New) The fixture of claim 63 wherein a portion of the flux lines in the fixture cavity are parallel with the first region axis when the magnet is in the fixture cavity.

65. (New) The fixture of claim 64 wherein the flux lines in the cavity fixture near a cavity perimeter are angled relative to the first region axis when the magnet is in the fixture cavity.

66. (New) The fixture of claim 61 wherein a portion of the flux lines in the fixture cavity are parallel with the first region axis when the magnet is in the fixture cavity.

67. (New) The fixture of claim 61 wherein the flux lines in the cavity fixture near a cavity perimeter are angled relative to the first region axis when the magnet is in the fixture cavity.

68. (New) The fixture of claim 61 wherein the fixture cavity includes an upper side and a lower side that each are positioned substantially perpendicular to the cavity axis, and the orientating device includes a coil positioned near one of the sides of the fixture cavity.

69. (New) The fixture of claim 68 wherein the orientating device includes a pair of spaced apart, adjacent coils positioned near one of the sides of the fixture cavity.

70. (New) The fixture of claim 61 wherein one of the punches moves relative to the fixture body and compresses the magnet powder in the fixture cavity.

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